



US006327570B1

(12) **United States Patent**  
**Stevens**

(10) **Patent No.:** **US 6,327,570 B1**  
(45) **Date of Patent:** **Dec. 4, 2001**

(54) **PERSONAL BUSINESS SERVICE SYSTEM AND METHOD**

(76) **Inventor:** **Dian Stevens, 488 Auten Rd., Hillsborough, NJ (US) 08876**

(\*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) **Appl. No.:** **09/187,728**

(22) **Filed:** **Nov. 6, 1998**

(51) **Int. Cl.<sup>7</sup>** ..... **G06F 17/60**

(52) **U.S. Cl.** ..... **705/7; 705/10; 705/21**

(58) **Field of Search** ..... **705/10, 21, 91, 705/7; 455/900**

(56) **References Cited**

## U.S. PATENT DOCUMENTS

4,746,830	*	5/1988	Holland	310/313 D
4,882,724		11/1989	Vela et al.	364/401
4,888,709		12/1989	Revesz et al.	364/518
4,929,819		5/1990	Collins, Jr.	235/383
4,973,952	*	11/1990	Malec et al.	340/825.49
5,047,614		9/1991	Bianco	235/385
5,294,782	*	3/1994	Kumar	235/462
5,483,472		1/1996	Overman	364/705.06
5,484,991		1/1996	Sherman et al.	235/472
5,539,395	*	7/1996	Buss et al.	340/827
5,565,847	*	10/1996	Gambino et al.	340/572
5,572,653		11/1996	DeTemple et al.	395/501
5,576,951		11/1996	Lockwood	395/227
5,608,449		3/1997	Swafford, Jr. et al.	348/13
5,630,068		5/1997	Vela et al.	395/201
5,680,106	*	10/1997	Schrott et al.	340/10.33
5,732,398		3/1998	Tagawa	705/5
5,734,719		3/1998	Tsevdos et al.	380/5
5,734,839		3/1998	Enoki et al.	395/220
5,768,140	*	6/1998	Swartz et al.	700/225
5,812,065	*	9/1998	Schrott et al.	340/10.34
5,918,211	*	6/1999	Sloane	705/16
5,939,981	*	8/1999	Renney	340/539

5,964,847	*	10/1999	Booth, III et al.	710/1
5,979,757	*	11/1999	Tracy et al.	235/383
6,035,350	*	3/2000	Swamy et al.	710/73
6,055,573	*	4/2000	Gardenswartz et al.	709/224
6,070,147	*	5/2000	Harms et al.	705/14
6,101,087	*	8/2000	Sutton et al.	361/686
6,123,259	*	9/2000	Ogasawara	235/380
6,129,274	*	10/2000	Suzuki	235/381

## FOREIGN PATENT DOCUMENTS

WO-200062231-A10/2000 (WO).

## OTHER PUBLICATIONS

Snell, Ned. "Bar Codes Break Out." Datamation. Apr. 1, 1992.\*

\* cited by examiner

*Primary Examiner*—Tariq R. Hafiz

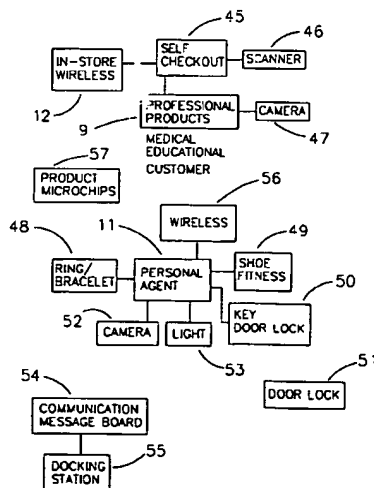
*Assistant Examiner*—Marc Norman

(74) *Attorney, Agent, or Firm*—Clifford Kraft

(57) **ABSTRACT**

A system and method of computerizing companies with customized individual addressable electronic direct marketing, self-service automation, and customer care support. The system contains a private network connecting product companies, manufacturers, stores, educational institutions, travel companies, medical providers, financial institutions, and many others to a specified individual customer. The connection is made to a personal agent device carried or worn by a participating consumer that contains local processing means with an interactive display, security features, optional camera, and wireless communications with the private network. Communications microchips can be placed on products that communicate product information upon interrogation with the personal agent. The invention also includes business professional units in communication with the private network and in-store local wireless communication between personal agents and the business professional unit.

**14 Claims, 13 Drawing Sheets**



US-PAT-NO: 6327570

DOCUMENT-IDENTIFIER: US 6327570 B1

TITLE: Personal business service system and method

----- KWIC -----

Brief Summary Text - BSTX (11):

The system provides a private computer network whereby subscriber businesses can communicate directly and continuously with participating customers to provide real-time data concerning products, prices, customer supplied needs, anticipated customer needs, money exchange at point of sale, customer tailored offerings, and many other derived benefits. Because of the network nature of the present invention, subscriber businesses can share synergy where customer purchases or indicated interests can be used to formulate or derive new offerings tailored to a specific customer. This synergy can extend between businesses offering related products but also between businesses offering apparently unrelated products where the present invention identifies relationships in buying and need patterns that may not be apparent without detailed analysis. The synergy can be achieved through the use of one or more master nodes in the private computer network. The master node(s) can be equipped with considerable computer and communications capabilities including databasing, ability to perform complicated mathematical procedures such as statistics, and the ability to interface with numerous other services such as the internet, intra-nets, the telephone system, wireless systems such as satellite cellphone and others, and interaction with any number of remote databases. It could also interface to cable TV systems and private cable and fiber optic systems.

Detailed Description Text - DETX (48):

The communications message board can optionally handle and sort and/or reject e-mail. Incoming e-mail could be stored in virtual folders. The user could instruct the message board to sort incoming e-mail from friends and family members differently than messages relating to personal or business interest. Sorting could be accomplished on source of message or on the subject line. Unrecognized messages or advertisements could be stored in a manner that

could be customized by the user (volume discount or coupons, alphabetized, other prioritized interest). The message board could refuse e-mail based on user defined criteria such as content, keywords, or source of message.